



Service Bulletin

INFORMATION

Subject: Dealer Reimbursement Procedures for CAC Tier 1 and Tier 2 Empowerment Tools: Diagnostic Fee, Short Term Rental, and Up-Front Towing (U.S. Only)

Models: 2016 and Prior GM Passenger Cars and Trucks

GM Customer and Relationship Services provides Customer Assistance Center (CAC) Tier 1 and Tier 2 advisors with enhanced empowerment tools, to drive more customers into GM dealerships. These tools are helping to increase customer satisfaction, retention, and profit, both through warranty and customer pay repairs.

Diagnostic Fee Coverage

Definition/Purpose:

To address a customer's unique situation, this tool is used by Tier 1 and Tier 2 advisors to pay for up to 1.0 hour of vehicle diagnostic time.

CAC Advisor Parameters:

- Customer must have expressed dissatisfaction with vehicle diagnostic fee, creating a roadblock to getting the vehicle into a GM Dealership. Customer may have also experienced multiple vehicle issues or repeat repairs.
- Vehicle must be both less than eight years old and have less than 100,000 miles.
- Base labor time allowed is up to 1.0 hour.
- Additional consideration: CAC advisor must inform the customer that when GM covers a diagnostic fee, it does not mean that assistance on the repair costs will be covered as well. If the customer decides to proceed with vehicle repairs, the diagnostic fee is then included in the repair labor hours, therefore, there is no need for a separate fee.
- CAC advisor must inform the Customer Experience Manager that GM will pay the diagnostic fee with base labor time of up to 1.0 hour, and ensure dealership personnel know how to process the claim in Global Warranty Management.

Dealer Claim Process:

The involved Dealership submits for reimbursement of the diagnostic fee through Global Warranty Management, only when customer decides not to proceed with repairs:

- ZREG Transaction Type
- 0600108 Labor Operation Code, Base Labor Time up to 1.0 hour (note: 0600108 may not be claimed in addition to warranty, policy, or customer pay work performed).
- Include Service Request (SR#) provided by CAC advisor in the "Reference Number" field (note: the SR# is validated prior to the claim being approved).
- Route for GM Authorization.

Short Term Rental Vehicle Reimbursement Coverage

Definition/Purpose:

To address a customer's unique situation, this tool is used by Tier 1 and Tier 2 advisors to pay for a maximum of three days rental vehicle expense.

CAC Advisor Parameters:

- Vehicle must be in warranty (Bumper to Bumper or Powertrain).

- Used when the dealership is unable to provide rental (e.g. dealership is closed).
- Maximum reimbursement of \$38 per day, \$47 per day for Cadillac customers.
- Additional consideration: Customer claims vehicle is unsafe to drive (stalling, brake failure, or steering, etc.) or for emergency situations (time, area, distance from a GM dealership, etc.).
- CAC advisor must inform the Customer Experience Manager that GM will pay the short term rental, and ensure dealership personnel know how to process the claim in Global Warranty Management.

Dealer Claim Process:

The involved Dealership submits for reimbursement of the short term rental through Global Warranty Management.

- ZREG Transaction Type
- 0600108 Labor Operation Code, rental claim should be at Dealer's warranty table rate in the Net Items "Rental" field.
- Include Service Request (SR#) provided by CAC advisor in the "Reference Number" field (note: the SR# is validated prior to the claim being approved).
- Route for GM Authorization.

Up-Front Towing Coverage

Definition/Purpose:

To address a customer's unique situation, this tool is used by Tier 1 and Tier 2 advisors to pay for the vehicle towing cost, to the nearest servicing GM brand dealership.

CAC Advisor Parameters:

- Customer must have expressed dissatisfaction with the towing cost.
- Roadside Assistance Program coverage must be expired.
- When the customer claims the vehicle is inoperable or unsafe to drive, the CAC advisor must assist in scheduling the vehicle tow through GM Roadside Assistance, by having a 3-way conference call with Roadside and the customer.
- CAC advisor must advise Roadside that GM will pay the towing expense to the nearest servicing GM brand dealership using the CAC SR# as authorization.

Dealer Claim Process:

No action is required by the dealership; the Roadside Assistance provider bills GM CAC directly. Note: Payment of towing services arranged independently of CAC, e.g. by the customer or dealership, are not reimbursable as part of this tool.

GM bulletins are intended for use by professional technicians, NOT a "do-it-yourselfer". They are written to inform these technicians of conditions that may occur on some vehicles, or to provide information that could assist in the proper service of a vehicle. Properly trained technicians have the equipment, tools, safety instructions, and know-how to do a job properly and safely. If a condition is described, DO NOT assume that the bulletin applies to your vehicle, or that your vehicle will have that condition. See your GM dealer for information on whether your vehicle may benefit from the information.



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